

## REMARKS

### Claims Status

Claims 1-23 were originally filed in this application. Of those, claims 1, 13, 14, and 23 are independent claims. In this paper, Applicants amend claims 1, 13, 14, and 17 to further clarify the invention. Support for the amendments may be found throughout the specification, for example at page 16, and no new matter has been added. Upon entry of the present Amendment and Response, claims 1-23 remain pending and are presented for reconsideration.

### Telephonic Interview

Applicant's attorney thanks the Examiner for the courtesy of the telephonic interview on October 20, 2006 and follow-up telephone call on November 20, 2006, in which the claims and reference of record were discussed. Applicants believe that the claim amendments presented are in line with what was discussed with the Examiner.

### Claim Rejections

In the Office action, claims 1-2, 5-6, 8-11, 13 were rejected under 35 U.S.C. § 102(e) as allegedly anticipated by U.S. Patent No. 6,116,505 to Withrow ("Withrow"). Claims 3-4, 7, 12, and 14-23 were rejected under 35 U.S.C. § 103(a) as unpatentable over Withrow in view of U.S. Patent No. 5,987,103 to Martino. ("Martino"). Applicants respectfully submit that the claims as amended are patentable over the cited references.

### Withrow

Withrow is directed generally to allowing a user to add non-fuel items to a fuel transaction at a pay-at-the-pump gas dispenser. Withrow intends to "encourage[] pay-at-the-pump customers to purchase non-fuel goods and services in the convenience store or restaurant" while "eliminating the need to reauthorize a card or account during a non-fuel purchase." Col. 1, lines 44-51. "After the initial pre-authorization, the dispenser may provide the customer with a code or other indicia linking a subsequent transaction within a convenience store or restaurant to the authorized fueling transaction." Col. 1, line 67 – Col. 2, line 4. This code is then used to "effect the purchase of a customer's products and links the purchase amount to the previously authorized card or account." Col. 2, lines 7-10.

Withrow does not teach or suggest, however, “identifying a form presented to a user in a computer application program” as recited in claim 1. Winthrow is linking non-fuel transactions to fuel transactions, not “completing a form request for information with the matching elements of user information.” Neither does Winthrow teach or suggest “obtaining previously stored user information based on the identifier.”

#### Martino

Martino has a data transaction processing system “in which transaction data is entered by the user in response to prompts in a template which is tailored to each user application.” Abstract. In Martino, “the template and entered data are accumulated into data transactions which are immediately transmitted upon completion to an external database server for processing and storage. The data transactions are not locally stored for processing, and no conventional operating system is necessary.” Abstract.

#### Claim 1

Claim 1 recites “identifying a form presented to a user in a computer application program, the form requesting information about the user.” The claim further recites “receiving by a card reader a magnetic stripe card comprising card information” and “generating a unique identifier based on the card information.” The claim recites “associating the unique identifier with a user,” and “obtaining previously stored user information based on the unique identifier.” The claim further recites “Matching elements of the user information with elements of information about the user requested in the form,” and “completing the form request for information with the matching elements of user information.”

Withrow does not teach or suggest using a unique identifier to obtain previously stored user information, nor does it teach or suggest using previously stored user information to complete a form. Withrow uses a code, which code is not based on card information, to link a non-fuel transaction with a fuel transaction, not to obtain previously stored user information.

As such, Winthrow does not teach or suggest all of the elements of claim 1. Claim 1 is therefore patentable over Withrow.

Claim 13

Claim 13 recites, in part, “receiving by a card reader a magnetic stripe card comprising a unique identifier.” The claim recites “associating the unique identifier with a user,” and “obtaining previously stored user information based on the unique identifier.” The claim further recites “matching elements of the user information with elements of information about the user requested in the form,” and “completing the form request for information with the matching elements of user information.”

As discussed above, Withrow does not teach or suggest using a unique identifier to obtain previously stored user information, nor do they teach or suggest using previously stored user information to complete a form. As such, Winthrow does not teach or suggest all of the elements of claim 13. Claim 13 is therefore patentable over the cited reference.

Claim 14

Claim 14 recites “identifying a form presented to a user in a computer application program, the form requesting information about the user.” The claim further recites “reading by a tag reader an RFID tag comprising a unique identifier.” The claim recites “associating the unique identifier with a user,” and “obtaining previously stored user information based on the unique identifier.” The claim further recites “matching elements of the user information with elements of information about the user requested in the form,” and “completing the form request for information with the matching elements of user information.”

As discussed above, Withrow does not teach or suggest using a unique identifier to obtain previously stored user information, nor does it teach or suggest using previously stored user information to complete a form. As such, Winthrow does not teach or suggest all of the elements of claim 14. Martino does not provide these claim features. The Office Action seems to rely on Martino for a “field mapping script,” although how that script might be used to accomplish the claimed invention is unclear. The script described in Martino does not implement the features of applicants claims, and it would not be apparent how one might combine the Withrow gas pump with the Martino telephone/transaction entry device. Claim 14 is therefore patentable over these references.

Claim 23

Claim 23 recites, in part, “a dispatch module for associating the unique identifier with a user,” and “obtaining previously stored user information based on the unique identifier.” The claim further recites “matching elements of the user information with elements of information about the user requested in the form,” and “completing the form request for information with the matching elements of user information.”

As discussed above, neither Withrow nor Martino teach or suggest using a unique identifier to obtain previously stored user information, nor do they teach or suggest using previously stored user information to complete a form. As such, neither Winthrow nor Martino, alone or in combination, do not teach or suggest all of the elements of claim 23. Claim 23 is therefore patentable over these references.

Claims 2-12, 15-22

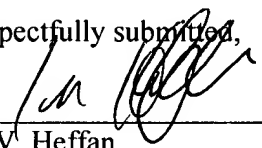
Dependent claims 2-12 and 15-22 are patentable because they depend from patentable base claims. These claims may also include additional elements that distinguish them from the cited art.

**CONCLUSION**

The Applicants respectfully request that the Examiner reconsider the application and claims in light of this Amendment and Response, and respectfully submit that the claims are in condition for allowance. If, in the Examiner's opinion, a telephonic interview would expedite the favorable prosecution of the present application, the Applicants' attorney would welcome the opportunity to discuss any outstanding issues, and to work with the Examiner toward placing the application in condition for allowance.

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